USING VIEWERSHIP PROFILES
FOR TARGETED PROMOTION DEPLOYMENT

ABSTRACT OF THE DISCLOSURE

A system for generating viewership profiles to facilitate distributing promotions
based on the profiles to one or more network devices, such as set top boxes. The system
includes a promotion agent associated with each network device which collects viewing
activity data of the network device. For example, the viewing activity data may include
a channel the network device was tuned to, a time when the network device was tuned
to the channel, and a time the network device was tuned away from the channel. The
collected viewing activity data is then transmitted, for example, every twenty-four
hours, to a life-cycle manager server, which also periodically receives a program
schedule. The program schedule typically specifies the channel on which a particular
program was displayed, as well as the time the program was shown. The life-cycle
manager server correlates the viewing activity data with the program schedule to
generate the viewership profile of the network device. The life cycle manager server
determines the viewing behavior for four, eight, and twelve week periods, for example,
or for a time period specified by a user.